In the Claims

1. (Currently amended) A method of providing targeted advertising to a group of individuals, the method comprising the steps of:

collecting group data passively from communication-enabled wireless communication devices present in an advertising area;

selecting advertisements to be displayed based on the collected group data for communication-enabled wireless devices present in the advertising area at the time of display; and

displaying the selected advertisements on an electronic display device located in the advertising area to provide targeted advertising.

2. (Original) The method of claim 1, wherein the wireless communication devices are personal digital assistants, mobile telephones, or passive tags.

3. (Original) The method of claim 1, wherein, in the collecting step, the group data is collected using Bluetooth communications techniques.

4. (Original) The method of claim 1, wherein, in the collecting step, the group data includes information about a group of individuals present in the advertising area, which can be used to provide targeted advertising.

5. (Original) The method of claim 4, wherein said information includes at least one of

the following:

demographical information on said group of individuals,

purchase history information for said group of individuals,

product preference information for said group of individuals, and

a number of individuals in said group of individuals.

6. (Original) The method of claim 1, wherein the advertising area is a public place or

public carrier.

7. (Original) The method of claim 1, further comprising the step of:

pre-storing a plurality of advertisements to be displayed on the electronic display

device;

and wherein the selecting step includes the steps of:

evaluating the collected group data according to predetermined criteria; and

selecting advertisements from the plurality of pre-stored advertisements if said

predetermined criteria have been satisfied.

8. (Original) The method of claim 7, wherein the selecting step further includes the

step of:

selecting default advertisements if said predetermined criteria have not been satisfied.

9. (Currently amended) A system for providing targeted advertising to a group of individuals, the system comprising:

an interface for communicating with a plurality of communication-enabled wireless communication devices present in an advertising area;

a data collector for collecting group data passively from the communication-enabled wireless communications device through the interface;

an advertisement selector for selecting advertisements to be displayed based on the collected group data for communication-enabled wireless devices present in the advertising area at the time of display; and

a display device for displaying the selected advertisements in the advertising area to provide targeted advertising.

10. (Previously presented) The system of claim 9, wherein the communication-enabled wireless communication devices are personal digital assistants, mobile telephones, or passive tags.

11. (Previously presented) The system of claim 9, wherein the interface and the plurality of communication-enabled wireless communications device communicate with each other using Bluetooth communications techniques.

12. (Original) The system of claim 9, wherein the group data includes information about a group of individuals present in the advertising area, which can be used to provide targeted advertising.

13. (Original) The system of claim 12, wherein said information includes at least one of the following:

demographical information on said group of individuals,

purchase history information for said group of individuals,

product preference information for said group of individuals, and

a number of individuals in said group of individuals.

14. (Original) The system of claim 9, wherein the advertising area is a public place or public carrier, and the interface and the display device are located in said advertising area.

15. (Original) The system of claim 14, wherein the data collector and the advertisement selector are located remote from the display device.

16. (Original) The system of claim 9, further comprising:

a database, coupled with the advertisement selector, for pre-storing a plurality of advertisements to be displayed on the display device.

17. (Original) The system of claim 16, wherein the advertisement selector evaluates the collected group data according to predetermined criteria, selects advertisements from the plurality of pre-stored advertisements if said predetermined criteria have been satisfied, and selects default advertisements if said predetermined criteria have not been satisfied.

18. (Currently amended) A computer program product embodied on computer readable media readable by a computing system in a computing environment, for providing targeted advertising to a group of individuals, the computer program product comprising:

computer-readable program code means for collecting group data passively from communication-enabled wireless communication devices present in an advertising area;

computer-readable program code means for selecting advertisements to be displayed based on the collected group data for communication-enabled wireless devices present in the advertising area at the time of display; and

computer-readable program code means for displaying the selected advertisements on an electronic display device located in the advertising area to provide targeted advertising.

19. (Previously presented) The computer program product of claim 18, wherein the communication-enabled wireless communication devices are personal digital assistants, mobile telephones, or passive tags.

20. (Original) The computer program product of claim 18, wherein the group data is collected using Bluetooth communications techniques.

21. (Original) The computer program product of claim 18, wherein the group data includes information about a group of individuals present in the advertising area, which can be used to provide targeted advertising.

22. (Original) The computer program product of claim 21, wherein said information includes at least one of the following:

demographical information on said group of individuals,

purchase history information for said group of individuals,

product preference information for said group of individuals, and

a number of individuals in said group of individuals.

23. (Original)   The computer program product of claim 18, wherein the computer-readable program code means for selecting the advertisements evaluates the collected group data according to predetermined criteria, selects advertisements from a plurality of pre-stored advertisements if said predetermined criteria have been satisfied, and selects default advertisements if said predetermined criteria have not been satisfied.